

**CITY OF GLENDALE**

**TITLE: Marketing & Communications CLASS CODE: 460**  
**Coordinator**

**REPORTS TO: Marketing Manager GRADE: 24**

**DEPARTMENT: Marketing FLSA: E**

**JOB SPECIFICATION DATE: July 1, 2005 bwg**

**JOB SUMMARY:**

Develops, writes and/or edits communications and marketing material to strategically manage and assist the public's understanding of city policies, programs and services, serves as a liaison to the media and assists the Marketing/Communications Manager.

**ESSENTIAL FUNCTIONS:**

1. Serves as liaison to the media in handling inquiries, writing news releases and pro-actively "pitching" stories.
2. Develops and maintains positive relationships with the news media
3. Writes monthly citizen and employee newsletter.
4. Assists the Marketing/Communications Manager in crisis communications and issues management.
5. Assists the Marketing/Communications Manager in developing and implementing marketing campaigns for city services and programs (writing brochures, etc),
6. Assists the Marketing/Communications Manager in developing and implementing large projects and campaigns, and in providing communications services to city departments, the City Manager's Office and the Mayor and Council.
7. Provides media consulting to the City Manager and Mayor and Council.
8. Acts as official city photographer, takes pictures at all city functions.
9. Prepares city annual report.

**SECONDARY FUNCTIONS:**

10. Performs other related duties as assigned.

**KNOWLEDGE, SKILLS AND ABILITIES:**

**Knowledge of:**

Principles and practices of journalism and composing and editing public information and marketing materials.

Skill in use of computer programs and digital camera.

Cultivate positive relationships with elected officials, management staff, employees and the news media.

**Skill:**

English language usage, news media terminology and practices.  
Excellent verbal and written communications skills.  
Desktop publishing software skills.  
Work under tight deadlines,  
Handle multiple projects.

**Ability to:**

Establish and maintain effective working relationships with the Mayor/Council, news media, business leaders, community groups, city officials and the general public.  
Prioritize a variety of projects and work under deadline pressure.  
Use independent decision-making authority and confidentiality in managing sensitive marketing and communications projects.  
Communicate effectively, verbally and in writing.  
Conduct research and prepare marketing and informational material which will enhance the city's image and public awareness of city operations and activities.

**WORKING CONDITIONS:**

Office setting.

**MINIMUM REQUIREMENTS:**

Bachelor's degree in journalism, marketing, public relations or a related field and four years experience in marketing or public relations, preferably with a municipality.

**SPECIAL REQUIREMENTS:**

Valid Arizona driver's license.  
Must be available after hours on call.